

together with a product that has become as much an American institution as "apple pie and Mom," in this case a chain of stores, have succeeded in making F.W. Woolworth's centennial this year a true celebration, and all but guaranteed another hundred years of success. The author of this article states that even for those stores that do not have "the advantage that the Horatio Alger history on Woolworth's founding is taught in every grade school...," the planning for the anniversary contains many elements that can be adapted by other stores. Starting in 1976, objectives were outlined, which included the following: to enhance the corporate image among employees, the general public, suppliers and the investment community; to increase public interest and goodwill for the stores; to increase store

traffic, sales and profits, with strong weekly promotional programs; to stimulate pride and participation among personnel; to maintain a continuous flow of special events throughout the year, to build awareness and cumulative benefits during the anniversary; and on a corporate-wide basis, to maintain continuity in advertising and promotional events throughout the anniversary year. The article details the steps taken, starting with the establishment of committees. How plans were formulated, the roles played by the various committees, and the success of the strategy are examined and assessed in the article. Box articles present anniversary programs successfully designed and implemented by two smaller, prestigious stores—Carson Pirie Scott in Chicago and Froug's in Tulsa, Oklahoma.

Associations

Computer applications 482

Austria

Ski industry 305

Automobile Industry

International marketing 632

European industries 632

Automotive Industry

Imported cars 374

International 309

International 309

Vehicle production 117

U.S. in the World Market 96

B

Banking

Automatic transfer accounts 581

Behavioral Science

Activation research 292

Psychobiology 292

Computers/human performance 12

Consumer

Attitudes 77

Credit 77

Purchase decision process 77

Satisfaction/dissatisfaction 79

Employee motivation 614

Entrepreneur, characteristics 428

Executives, mental health 390

Human resources development

Product/services guide 483

Impulse buying 201

Individual characteristics 230

Male-female differences

Industrial sales 72

Management

Role in managing people 25

Marketing research

Attitude measurement 384

Personal selling 53

Psychographic study

Radio, TV audiences 369

Purchase behavior/credit card 623

Social marketing 376

Belgium

Business incentives 58

Bibliography

Coal conversion 348

Education publications 385

Marketing

Small business 168

Marketing effectiveness

Accounting, finance 387

Biography

Textile leaders 564

Brazil

Motor business 309

Business

Alabama, statistics 545

American

Black managers 27

CEO qualifications 162

Census data

Applications 383

Communications

Employee 226

Letter, report writing

Seminar checklist 131

Compensation practices

Advertising agencies 474

Corporate planning 398

Corporate profit survey 241

Development plan 83

Entrepreneurs, characteristics 428

Farm cooperatives 93

Forecasting technology

Planning decisions 29

Geo-political index

Survey results 535

Human resource revolution

International 207

China, problem 313

Third World Multinationals 39

U.S. subsidiaries 631

International 523

Job growth rate in 1980's

Leadership, Southern 204

Trends 653

Liquidity

Financial reporting 238

Management

Internal auditing 612

Management dictionary 480

Management promotions 617

Marketing

Plan development 620

Matrix management 17

MBA talent hunt 144

Montana forecast 413

Name choosing 427

New Mexico

Current events 412

Outlook-1979

Survey of chief executives 88

Private mail delivery 126

Profit survey 112

Purchasing

Communications profile 510

References sources 425

Retailers

Direct mail ad, selling 5

Science of negotiation 164

Selling, U.S. government 322

Small business

Fraud opportunities 652

Program/forecast 333

Small business owner 426

Small business profits 242

Small, marketing research 180

Sporting goods 220

Starting and succeeding 84

Statistics 1977 87

Statistics-1977

Corporate earnings 206

Supervisors, subordinates

Ideal 26

Trends-1979 208

Unemployment

Youth profile 639

U.S., Canada

Car policies, costs 229

World monetary trends 115

Writing techniques 477

Zero based budgeting 666

Beef price increases 91

Energy alternatives in crop production 211

C

Canada

Business car policies, costs 229

Current marketing topics 33

Directory

Awards, honors, prizes 251

Marketing surveys, services 291

Motor business 309

Pulp, paper mills

Directory 99

Travel trends 248

Vehicle production 117

Catalog

Export reports

International trade 649

Central America

Economic integration program 304

China

Computer market 148

Trade, U.S. 313

Colorado

Manufacturers 562

Publications about 130

Ski areas, Aspen 73

Ski, winter recreation statistics 591

Skier characteristics 74

Skier characteristics 256

Communications

Advertising manual 472

Electronic editing 609

Information systems and services 453

Management guide 616

Mass media

Public attitudes 668

Oral skills

Improvement manual 479

Ownership survey 642

Salary profile

Male/female survey 667

Communications industry

Advertising

Telephone 377

27 most common mistakes 3

Business films, documentaries

How to write, direct, produce 228

Business to Business

Awards for ad communications 436

Calendars

Publications about 130

Commercial satellite communications 375; 454

Communicating word processors 267

Directory

Information systems, services 374

Directory of corporate communications 435

Directory of periodicals 125

Electronic mail 573

Fiber optics 268

Handbook	132
Health media buyer's guide	123
Influence, adolescents	646
Media conglomerates	
Pros & cons for advertisers	257
Military satellite communications market	377
News bureaus in U.S.	
Directory	129
Practical video	128
Private mail delivery	126
Publications directory	127
Satellite communications	121
Sources of geographic information	124
TV advertising	
Retail photo	118
Computers	
Application	
Associations	482
Codec markets	155
Composition	173
Databank sharing	15
Electronic editing	609
Forecast, special report	395
Hiring personnel	481
Human performance technology	12
IBM	
User satisfaction	274
IBM system/34	
User analysis	270
Installation guidelines	14
Management	
How to choose a computer	605
Management information systems	269
Market	
Software, services	272
Medical uses	147
On-line data communications	366
Pricing process	151
Retail applications	
Department/specify stores	484
Independent stores	372
Small business	
Installation guide	606
Small business computers	150
Word processing/office automation	271
Construction industry	
Apartment market outlook	589
Housing/location satisfaction	411
Industrial park growth	447
Montana housing needs	586
Mortgages, appraisals	108
Office market	445
Office market review	452
Texas, housing demand	133
Texas	
Industrial plants	196
New plants	69
Plant construction	195
Consumers	
Adolescent, learning	
Influences	646
Adolescents	
Acquisition of consumer role	78
Advertising	
Black models	595
Consumer Reports	140
Behavior	
Effect of information	76
Buying power	539
Buying power, 1979 survey	645
Cost of living, VA	198
Credit	77
Credit cards/purchasing	623
Credit survey	329
Decision making	643
Food consumption patterns	199
Household income, 1977	331
Impulse buying	201
Information usage	
Durable goods	644
Life cycle research	200
Marketing and the consumer movement	326
Market research handbook	175
Mass media	
Communications attitudes	668
Predicting food use	330
Psychological responses	292
Purchase decision process	
Satisfaction/dissatisfaction	79
Reliability of Psychographics	328
Conventions	
Market report	169
Corporations	
Facilities, investors	240
Responsiveness to	
Consumer requests for information	2
Small business, planning	487
Small meetings	654
Corporate	
Self-government	650
Corporations	
Headquarters locations	417
Name choosing	427
Credit	
Banks	
Training	604
Credit and Collections	
Bankruptcy, surviving	438
Commercial	
Analysis	141
Commercial, information personnel	263
Consumer credit survey	329
Federal reserve statistics	
Revised	142
Retail stores, promotion	353
D	
Dairy Products	
Market	
Yogurt, dairy products	337
Decision making	
Consumer	
Management	643
Statistical index	611
Demographics	
Mobility, reasons	411
Demography	
Industrial purchasing	647
Migration	
U.S. poor	184
National patterns	
Texas public school enrollment	532
Denmark	
Business incentives	58
Dictionary	
Advertising terms	368
Management, business	480
Trade names	655
Direct Marketing	
Industrial strategy	626
Directory	
Addresses, phone numbers	
50,000 most wanted U.S. numbers	534
Africa	522
American education	603
Associations	312
Book publishers	640
Budget motels	465
Bullinger's postal, shoppers guide	297
Campgrounds	255
Canada, United States	
Awards, honors, prizes	251
Collectors, dealers, valuables	451
Colorado manufacturers	562
Company data	546
Computers	
On-line data bases	608
Consultant services	527
Consumer complaints	327
Consumer electronics	541
Convention	
Sites	385
Corporate affiliations	82
Corporate communications	435
Corporate financial sourcebook 1979	236
Credit Information Personnel	
Commercial	263
Electronic new product	556
European associations	307
Fast food restaurants	449, 462
Federal government	
Information sources	320
Federal government purchasing offices	192
Forbes 500	430
Foreign manufacturers in U.S.	306
Forest products	657
Franchises	189
Free stock photography	384, 469
Fun industry	335
Gavel	
1979 annual international	470
Government reference books	250
Higher education	
Marketplace, almanac	476
Industrial, commercial traffic executives	554
Industrial purchasing power	416
Information systems, services	374
International	
Commerce firms	83
Low cost tourist attractions	463
Management consultants	488
Manufacturers' representatives	94, 431, 555
Marketing surveys, services	
United States, Canada, Europe	291
Media personnel	533
Meeting facilities	590
Microcomputer terminology	156
Motel chains, budget	380
National Faculty 1979	7
New products	371
News bureau in U.S.	129
Periodicals	125, 633
Pharmaceutical marketers	336
Photographers	637
Press/radio/TV	127
Public relations executives	531
Pulp, paper	99
U.S., Canada	99
Research centers	383, 468
Sources of geographic information	124
Speakers, lecturers	252
Statesmen's who's who	520
Texas manufacturers	218
Textile leaders	564
Where to sell it	464
ZIP code sales information	516
Distributed Systems	
Survey	607
E	
Ecology	
Environment, economy of Southwest	217
Myths	
Energy, matter	216
Water allocation	
Montana	215
Economics	
Administrative manager's role	498
Agriculture	
World trade	92
Arab import plans	432
Compensation, employee	501
Consumer economics	
High school students	68
Corporate earnings/debt	
Survey results	580
Disaggregated analysis	
Zinc demand, U.S.	635
Economists and marketing research	622
Family budgets/inflation	663
Federal reserve	
Monetary management	63
Florida	
Per capita income	418
Forecast, decade	515
Future of Southwest	217
Gasoline demand	
Price elasticity	628
Government vs. economic growth	549
Income mobility	
Poor	638
Industrial outlook 1979	194
Industry expansion	
State/local support	535
Industry, projections 1979	370
Inflation	
Control of	358
Inflation vs. investment	109
International	
Central America, program	304
Proposed new order	530
Investment analysis	
Bonds	664
Jobs in the 1980's	422
Labor force	
Illegal aliens	408
Legislative climate	
Economic development	016
Low income groups	
Reverse commuting effects	634
Mexico/U.S. employment	
Border industry	529
Monetary growth/deceleration	437
Monetary policy and the economy	234
Money market funds	
Aggregate analysis	665
Montana	423
Myths	
Energy, matter	216
New Mexico, 1978-79	420
North, South duel for dollars	299
Oil companies	658
Oklahoma	
Labor	205
Price level measurement	512
Productivity/economy, role	209
Projections, U.S., to 1983	365
Review and forecast	386
South Dakota, tourism	386
Stock market	
Strength indicator	661
Texas	
Housing demand	133
New/expended plants	69
Plant construction	195, 196
Plant expansion	323
Unemployment, teenage	548
U.S. energy problem	344
Virginia, localities	
Cost of living	198
Education	
Audio/visual materials	
Guide-free materials	10
Business leadership	
Trends	653
Business letters	601
Consumer economics	
High school students	68
Curriculum materials	
Guide-free materials	8
Directory of directories	603
Enrollment trends	600
Exchange directory	
Higher education	476
Finances of school districts, 1977	357
Financing	
Orleans Parish School System	
Analysis	367
Free materials	
Guide to filmstrips	146
Social studies	9
Management, curriculum	166
Management trainees	
Communication problems	285
Marketing conference	596
MBA talent hunt	144
Middle management	
Training	145
Planning and control	264
Publication/bibliography	385
Publishing, book	
Colleges/schools, guide	265
Questionnaire design	266
School enrollment	143
Electronic Data Processing	
Automated Financial Systems	153
Chinese, Russian computer markets	148
Codec markets	155
Communicating word processors	267
Computer composition	273
Computer graphics software, services	272
Computer pricing process	151
Data entry industry	149
Dictionary	
Microcomputer terminology	156
Directory	
On-line data bases	608
Distributed systems	607
Fiber optics	268
IBM	
User satisfaction	274
Insurance industry	443
Management information systems	270
Microprocessor	157
Modems and Multiplexers	152
Over-the-counter computer market	154
Retail	
Inventory status reporting	669
Small business computers	150
SNA and user	13
Word processing/office automation	271
Employment	
Evaluating overseas opportunities	254
Montana	423
Public relations	
Career guide	619
Teenage unemployment	548
Encyclopedia	
Accounting control	615
Energy	
Air pollution control	350
Alternatives in crop production	211
Applications survey	659
Arab oil, prospects	432
Auxiliary electric power system	347
Coal conversion	
Bibliography	348
Conservation devices for freight carriers	560
Conservation market	
Heating, cooling, lighting	346
Conservation study	518
Economy, prospects	515
EER products vs. price	214
Forecast to 1990	561
Iranian oil crisis	308
Limiting oil imports	97
OPEC, oil prices	213
Oil companies	658
Oil shale, outlook	559
Outlook	
Study overview	558
Outlook for agriculture in Southwest	343
Prospects/policies	433
Recycling	181
Solar heating and cooling	349
Solar products	345
Transportation policy	346
U.S. oil geography 1990	434
U.S. problem	344
Engineering	
Control engineers, profile	537
Environment	
Recycling	181
Education	
Audio/visual materials	
Guide-free materials	10
Business leadership	
Europe	
Directory of associations	307
Energy conservation	518
Labor force	408

Marketing surveys, services	291
Western	
Business trends	58
Motor industry	58
Executives	
CEO qualifications	162
Health, emotional	390
F	
Federal Government	
Consumer agency	
Protect against	486
Federal reserve	
Monetary management	62
Federal Trade Commission	
Advertising research	621
Information sources	
Directory	320
Internal Revenue Service	
Guide	485
Publications	
Guide	64
Social Welfare	
AFDC programs	638
Federal Reserve Bank	
Automatic transfer accounts	581
Finance	
Corporate earnings	651
Finance and Financial Institutions	
Bank forecasting	441
Bankruptcy, surviving	438
Banks	
Annual statements	660
Marketing strategies	578
Training	604
Business	
Government regulations	375
Profit survey	112; 241
Business liquidity	
Financial reporting	238
Cash flow projections	372
Commercial lending	
Working capital, formula	439
Commercial loans, marketing	364
Corporate scoreboard	
First quarter 1979	360
Corporate sourcebook 1979	236
Credit	
Revised Federal Reserve statistics	142
Dollar vs. foreign currencies	237
EFTS	
Privacy/convenience trade offs	579
EFTS, analysis	
Cost/revenue requirements	111
Education	
Orleans Parish School System	
Comparative analysis	367
Federal Reserve intervention policy	356
Finances of school districts, 1977	357
Financial analysis	
Industry, 1978	368
Financial statements	
Analysis	359
General Motors gears up for world market	311
Inflation	
Control of	358
Internal decision making	577
Investing on your own	373
Investment	
Subsidized housing	440
Analysis bonds	664
Mutual funds annual survey	575
Penny stocks	574
Investor characteristics	
Behavioral/attitudinal	230
Management of investments	582
Monetary growth, inflation, unemployment	
Projections through 1983	444
Monetary policy and the economy	234
Money market certificates	231
Money market impact	665
Mortgages and refinancing	442
Personal financial planning	113
Public financing	
Private business	233
Recessions/monetary growth	437
Reform in Maine	107
Residential property, appraising	108
Shopping center outlook	361
Small business profits	242
Stock market	
Consumer indicator	661
Texas	
Urban fiscal strength	106
R&D expenditures	114
Textile and apparel directory	551
Top 200 banks—1978	363
Transfer of funds model	
Multinational corporations	235
World monetary trends	115
Florida	
Income, population statistics	418
Marketing surveys, services	291
Statistical abstract	60
Food Industry	
Beef price increases	91
Convenience stores, report	351
Declining competition, effects	224
Encyclopedia	
Foodservice industry	219
Foodservice buying guide	415
Future of	222
Menu survey, 1979	381
Mergers, acquisitions	188
Thomas Grocery Register 1979	101
Top 50 companies	89
Tuna fish	90
Forestry	
Missoula area attitudes toward	557
France	
Business incentives	58
China, earthenware tableware	305
Furniture, furnishings industry	305
Vehicle production	117
Franchising Opportunities	352
Fund Raising	
Annual report 1978	636
G	
Germany	
Cutlery market	305
Vehicle production	117
Government	
Business use of government statistics	424
Graphic Arts Industry	
Buyers' guide	563
Marketing programs, banks	578
Organization guide	394
Guide	
Agency compensation	259
Business law	610
Encyclopedia	339
Graphic arts	485
Federal government	485
Free audio/visual materials	10
Free filmstrips	146
Free materials	
Social studies	9
Government publications	64
Buyers' information	563
Information about companies	193
Information workbook	
Washington, DC	318
Installing electronic accessories	249
Investment	
Penny stocks	574
Subsidized housing	440
Manufacturing	
Batteries	656
Organization	394
Packaging sources	95
Publishing, book	
Colleges/schools	265
Researcher's guide to Washington, DC	319
Scholarly periodicals 1979-80	136
Tourist attractions	
Low cost	450
Training	
Products, services	483
Travel tips	448
World coinage 1965-77	253
Guidebook	
Communication	
Personal communication	616
H	
Handbook	
Advertising manager	592
Business use of government statistics	424
Communications	
Fiber optics industry	132
Consumer market research	175
Management for public administrators	20
Public relations	625
Health Care Industry	
Buyer's guide	
Health media	123
Canadian pharmaceutical industry	457
Computer uses	147
Costs, U.S./New Mexico	378
Defense against critics	446
Equipment market	
Purchasing decisions	62
Forecasting	
Marketing implications	245
Hospital market	338
Hospitals	
Finances 1967-77	110
Marketing hospitals	542
New Mexico	
Containing cost of health care	458
Pharmaceutical marketing	459
Pharmaceuticals	
Production costs	244
Pharmaceutical marketing	
Third-party prescriptions	379
Hospitality Industry	
Financial report, 1978	414
Hotel/Motel Industry	
Budget chains, directory	380
I	
Imports/Exports	
Cars	374
Limiting oil products	97
U.S. exports	
Information sources	373
Industrial	
Earnings	651
Industrial Marketing	
Management planning	648
Industry	
Carpet market	341
Commercial space transportation	
NASA's initial pricing policies	
Economic analysis	47
Construction forecast '79	243
Earnings/debt	
Survey results	580
Economic projections, 1979	370
Energy cells	334
Expansion, support	
State/local governments	535
Financial analysis	368
Floor covering	
Statistics	71
Food	
Mergers, acquisitions	8
Par, directory	335
Government intervention, innovation	543
Government laws, effects	549
Hotels, motels	
Best Western	197
Industrial purchasing power	67
Investment vs. inflation	109
Mining, international	308
Office products	641
Outlines for 1979	194
Pharmaceutical	
Third-party prescriptions	379
Plastic	342
Pressure treated alternatives	324
Purchasing power	647
Sales management	
Compensation frequency	514
Solid waste pollution control	325
Space industrialization	225
Survey, purchasing power	416
Trade names	
Dictionary	655
U.S.	
Small appliances	65
Western Europe	
Plastics additives	340
Writing techniques	477
Information Industries	
Advertising history	473
Insurance Industry	
Acquisition/mergers, UK	232
On-line data communications	366
On-line data processing	443
Pricing, territorial	369
International	
Agriculture	
World trade	92
Business	
1979	523
Business with China	524
Buyers' guide	
Battery manufacturers	407
Central America	
Economic integration	304
Counties; leaders	302
Demarcating infant formula	528
Direct mail, company periodicals	171
Economics	
Proposed new order	330
Economy, review, forecast	386
Energy, world outlook	561
Europe	
Auto industry	632
Europe, energy	
Conservation study	518
Food crisis	521
Foreign manufacturers in U.S.	306
General Motors and the world market	311
Irish	
Business incentives	58
Italy	
Business incentives	58
J	
Japan	
Marketing opportunities	310
United States trade	
Current events	404
Vehicle production	117
Jewelry Industry	
Marketing strategy	565
L	
Labor	
Aliens, illegal	
Employee attitude, opinions	544
Growth rate in 1980's	204
Job evaluation	
Union views	202
Jobs in the 1980's	422
Montana financial organizations	
Job satisfaction	419
Oklahoma	
Employment statistics	
Oct. '78	80
January 1979	332
Oklahoma statistics	
Nov. '78	203
Today's worker	421
Laws and Regulations	
Business fraud	652
Business law	
Executive guide	610
Consumer agency protest	486
Financial Institutions Reform	
Maine	107
FTC, Advertising research	621
Legislative climate	
Economic development	16
Private business	
Water allocation	375
Montana	215
Luxembourg	
Business incentives	58
M	
Management	
Administrative	
Changing role	158
Advertising handbook	592
American business	
Black managers	27
Approaches to retail outlets	159
Association salaries	
Men vs. women	287
Attitude surveys	28
Business dictionary	480
Business planning	398
By objectives	493
CEO qualifications	162
Choosing a computer	605
Communication techniques	572
Communications guide	616

Computers	
Organizational role	395
Creative decision making	288
Decision making	611
Sex differences	22
Decision-making problems	286
Delegation of responsibility	165
Distributed systems	607
Economics	
Administrative manager's role	498
Employee communications	226
Employee motivation	614
Employee motivation	
Nonverbal communication	497
Encyclopedias	
Professional management	19
Field managers	52
Field sales force supervision	48
Forecasting technology	29
Guide to Video	128
Handbook for public administrators	20
Health problems, mental	390
Hiring	
Executive search consultants	
Pros and cons	24
How executives rate themselves	496
Human resources	
Personnel emphasis	397
Industrial R&D	284
Information resource manager	289
Internal auditing	612
Investments	582
Leadership perspective	167
Letter/report writing	
Seminar checklist	
Planning guide	131
Letter writing	
Communication	601
Managers	
Role in managing people	25
Marketing importance	382
Marketing research	505
Matrix management	17
Matrix maze	492
More successful meetings	392
Motivation	490
Multinational, public affairs	396
Myth of reorganizing	391
New manager, guide	502
New-product responsibility	503
Oral communications	
Improvement manual	479
Organization guide	394
Overburdened manager	495
Personnel appraisal system	160
Personnel managers	393
Planning strategy, alternate	613
Predictive management	161
Pricing, industrial	70
Problems of planning	21
Process Life Cycle	163
Product life cycle	
Applying to resource allocation	36
Product profitability	
Strategy analysis	380
Productivity	18
Productivity improvement	389
Project/systems managers	
College curriculum	166
Promotion	491
Promotions	617
Purchasing decisions	
Nurses	
Retail	45
Inventory	669
Retailing compensation 1977/1978	104
Retail trades	
Automated financial systems	153
Science of negotiation	164
Small business	
Case method	618
Small business	
Diagnostic tests	489
Small meetings, planning	654
Staff meetings	494
Strategies	500
Strategies, corporate	629
Supervisor, subordinate ideal	26
Time management	
Avoiding common mistakes	23
Trainees, problems	285
Trainers, new image	597
Training	
Human resources	602
Training function, growth	598
Training new supervisors	145
Training retail managers	370
Zero based budgeting	666
Manufacturing Industries	
Battery guide	656
Battery guide	
Buyers	407
Directory	
Texas	218
Directory of representatives	431
Industrial purchasing power	67
Oil companies	658
Playthings	410
Representatives directory	94
Survey, purchasing power	416
Marketing	
Accounting, finance	
Effectiveness profile	387
Advertising	
Measuring effectiveness	6
And the consumer movement	326
Banks	
Commercial	
Business development	364
China, U.S. problems	313
Demarketing infant formula	528
Durables goods buyers	
Information usage	644
Educator's conference	596
Expanding role	382
Foreign markets	
Identifying/defining	38
Function	378
Healthcare equipment	62
Hospital services	542
Industrial planning	648
Industrial	
Direct mail	626
International	
European profile	406
Name choosing	427
Personal selling	54
Plan development	620
Retail stores	
Celebrations	672
Strategy	507
Systematization of marketing	43
Telephone	377
Theoretical developments	388
Third world countries	61
Marketing Research	
R&D scoreboard	508
Adolescent consumer	646
An applied approach	177
Attitude measurement	384
Attitude research	379
Canada	
Current marketing topics	33
Competitive markets	170
Conference report	
Association	509
Consumer handbook	175
Consumer satisfaction	504
Corporate strategy, awards	182
Doctoral dissertations, research	172
Economist's contributions	622
Economics guide	
1978-79	35
Evaluating experiments	31
Fashion market	381
Importance to business	293
International	
Direct mail, company periodicals	171
Life-cycle costing	294
Macro-marketing	44
Mail questionnaires	
Improving response	37
Managerial approach	505
Marketing in shrinking world	32
Multinational	42
Process life cycle	163
Product life cycle	
Applying to resource allocation	36
Quality of life	
Relationship	30
Readings	176
Reports, studies, surveys 1979	179
Review of U.S. economic history	506
Sales forecasting	
Introduction	173
Small business	180
Small business	
Bibliography	168
Social marketing/ethics	376
Steps in conducting study	41
Survey, services	
United States, Canada, Europe	291
Survey 1978	34
Theory	
Textbook	178
U.S. Skiing market	290
ZIP marketing	402
Markets	
Auxiliary electric power systems	347
Carpet industry	341
Catalog	
Market shares	649
Codec	155
Commercial satellite communications	375, 454
Communications	
Ownership survey	642
Europe	
Frozen foods and equipment	317
Foodservice	
Selling to	382
Hard surface cleaning products	316
Heavy duty truck aftermarket	455
Hospital	538
Hospital consumable, disposable supplies	314
Hospitality	460
Representatives directory	94
Survey, purchasing power	416
Military satellite communications	377, 456
Personal identification systems	191
Solar energy heating and cooling technology	
Solar products	345
Traffic control	338
United States	
Bottled water	315
Collectibles, dealers	451
Meetings	
Corporate and public	499
Mexico	
Aliens, illegal	408
US border industry	529
United States, relations	186
Middle East	
Profile 1978-79	57
Montana	
Economic forecast	413
Housing survey	586
Multinational Business	
Markets, defining	38
Review	59
Multinational Corporations	
Management strategies	500
Human rights, relationship	517
Public affairs management	396
Third world growth	39
Transfer of funds model	235
Municipal Government	
Disclosure Practices	321
N	
Nebraska	
Retail sales	570
Retail sales statistics	567
Netherlands	
Business incentives	58
Furniture, furnishings industry	305
New Mexico	
Health care costs	378
Business profile	
Current events	412
Economy, 1978-79	420
North America	
Printing industry	
Indexing the past, forecasting the future	429
O	
Office Products	
Specialization/diversification	
Survey report	100
Oklahoma	
Labor market statistics	
August 1978	205
September 1978	81
Nov. '78	203
Lakes	
Employment statistics	
January 1979	332
P	
Packaging	
Guide to sources	95
International	526
Periodicals	
Directory	633
Personnel Policy	
Computers	
Hiring practices	481
Pharmaceutical Industry	
Advertising	134
Effectiveness	6
Advertising image	
Use of perceptual mapping technique	1
Defense against critics	446
Foreign markets	
Identifying/defining	38
Marketing	
Third-party prescriptions	379
Production costs/economics	244
Purchasing decision	
Nurses	45
Research	
Products, positioning	174
Survey report	395
Real Estate	
Apartment/condominium market	589
Corporate facilities	240
Farm values	588
Industrial office park survey	587
Industrial park growth	371
Industrial sites	116
Industry forecast 1979	
Major U.S. cities	239
Investment	
Subsidized housing	440
Market-1979	362
Market review	662
Office market	445
Shopping center outlook	361
Recreation	
Ski areas	
Aspen, Colorado	73
Ski participants survey	

Colorado	
Vail	256
South Dakota	
Historic sites, tourist activity	471
Tourist attractions, guide	450
Research	
Consumer	
Psychobiology	292
Consumer reports	
Buying guide issue 1979	540
Questionnaire design	266
Research & Development	
Advertising vs. FTC	621
Industrial management	284
Problems of planning	21
Texas expenditures	114
Restaurant Industry	
Fast food directory	449
Foodservice buying guide	415
Menu survey, 1979	381
Retail Sales and Inventory	
Government reports	569
Retail Trades	
Automated financial systems	153
Celebrations, anniversary	672
Chains, national	
Advertising	354
Chain restaurants	553
Compensation 1977/1978	104
Computer applications	
Independent stores	372
Computer	
Department-store specialty stores	484
Consumer purchase	671
Convenience stores	351
Credit promotion	353
Economics guide	
1978-79	35
Encyclopedia	
Foodservice industry	219
FOR report, 1978	672
Future of retail food industry	222
Government reports	
Statistical profile	566
Growth of non-store retailing	585
International	
Chemists, photogoods	630
International Co-op societies	405
Inventory	669
Jewelry, fine	
Mechandising strategy	565
Management	
Approaches to retail outlet	159
Markdown policy	
Financial impact	355
Nebraska sales	570
Photo, TV advertising	118
Playthings	410
Pricing shopping	
Ad effectiveness	399
Price vs. quality	223
Retailing textbook	221
Sales productivity	513
Sporting goods	220
Supermarket promotions	403
UK	
Grocers, supermarkets	105
Tea, medicines, lighting	102
Virginia	
Trade statistics	670
Warehouse retailing	352
Retail Trends	
Department store sales	103
Russia	
Computer markets	148
Sales	
Forecasting	
Introduction	173
Selling to government	322
Sales Management	
Compensation review	
Monetary frequency	514
Field sales force supervision	48
Marketing function	378
Personal selling	54
Pricing Authority	401
Printing industry	
1978 sales compensation	183
Product lines	
Scarcity pricing	400
Productivity measurement	513
Professional selling	296
Recruiting process	51
Sales forecasting	
Developing country	50
Time management	49
ZIP analysis	624
Salesmanship	
10 greatest salespersons	55
Saudi Arabia	
Biographical survey	187
Services	
Advertising role	
Professionals' profile	261
Avoid travel rip-offs	461
Fast food restaurants	462
Foodservice market	467
Low cost tourist attractions	463
Menu census	466
Small Business	
Case method	
Analysis profile	618
Computers	
Installation guide	606
South Dakota	
Tourism	386
Spain	
Vehicle production	117
Statistics	
Abstract of United States: 1978	298
Advertising	
U.S. agencies	135
Agricultural industry	
1979 forecast	212
Alabama business	545
Animal feed	
U.S. prepared	66
Budgets/Inflation	
Business	
Profit survey	112
Business 1977	87
Business use of government statistics	424
Business, Southern	653
Colorado	
Ski and winter recreation	591
Computers	
IBM system/34	270
Consumer behavior	523
Convenience stores	351
Corporate earnings	651
Sales, profits 1977	206
Corporate scoreboard	
First quarter 1979	360
Credit	
Revised Federal Reserve	142
Department store sales	103
Economic projections	
Industry, 1979	370
Economy	
New Mexico, 1978-79	420
Economy, U.S.	
Projections to 1983	365
Economy, worldwide	386
Elderly	
Migration from U.S. central cities	
Patterns, 1960-70	56
Employment, teenage	548
Energy, world	
Forecast	561
Europe, guest workers	408
Finance, mutual funds	575
Florida abstract	60
Florida	
Income, population	418
Food industry	
Market/prices	224
Food/restaurant industries	
Menu survey, 1979	381
Forbes 500	430
Foreign currencies/U.S. dollar	237
Health care costs	
New Mexico/U.S.	
Higher education	
Enrollment trends	600
Hospitality innkeeping	414
Hospitality finances	110
Household incomes	331
Industry	
Financial analysis, 1978	368
Industry survey	
Earnings/debts	580
Industry survey	416
Insurance industry, UK	232
Internationals	
Vehicle production	117
Investor characteristics	230
Labor	
September 1978	81
Marketing research	
1978 survey	34
Marketing technique	402
Markets	
US and International	568
Mexico/US border industry	529
Montana	
Economy	423
Montana housing needs	586
Nebraska sales	
Retail	370
Office products	
Specialization/diversification	100
Oklahoma labor market	
August 1978	205
Oct. '78	80
Nov. '78	203
January 1979	
Philanthropy	
1978 annual report	636
Price stability strategy	
Printing industry	
1978 sales compensation	183
Productivity gains	209
Retailing compensation 1977/1978	104
Retail sales	567
Retail trades, FOR	672
Satellite communications	121
Ski areas	
Aspen, Colorado	73
Texas	
Industrial expansion	196
Population projections	133
R&D expenditures	114
Tourism, international	246
Tuna fish markets	90
UK	
Retail trades	105
Tea, medicines, lighting, alcohol, tobacco	102
U.S.	
Periodicals/sources	119
Population trends	185
Projection of state populations	300
Small appliances	65
Virginia, cost of living	198
Retail sales	670
Waste recycling	181
Survey	
Business outlook-1979	
Opinions of U.S. chief executives	88
Industry expansion	
State/local support	535
Montana housing needs	586
Sales management	539
T	
Technology	
Future outlook	547
Office of the future	158
Telecommunications Industry	
Fiber optics	
Handbook	132
Television	
Mass media	
Survey research	668
Texas	
Directory	
Manufacturers	218
Industrial expansion	323
Industrial expansion	
July 1978	196
Oct. 1978	195
Population projections	133
Urban fiscal strength	106
Tourism	
International	
Europe	303
Great Britain	303
Nepal	303
Northern Ireland	303
International, 1977-78	346
South Dakota	386
Tourist attractions, guide	450
Travel in U.S., Canada	248
Training	
Books	
Guidebook	
International business	478
Human Resources	602
Management commitment	598
Management trainees	
Communication problems	285
Managers, college courses	156
New image	597
Products/services guide	483
Retail managers	370
Survey	
Research opinions	599
Transportation	
Directory	550
Government policy	576
Heavy duty truck aftermarket	455
Transportation Industry	
Heavy duty truck aftermarket	376
Motor vehicle data	122
Space industrialization	225
U.S. trucking firms	
Cost differences	227
Profile/statistics	
International, 1977-78	246
Travel industry	
Statistics, profile	
Yearbook 1979	247
Travelers' guide	448
U	
United Kingdom	
Business incentives	58
Insurance industry	232
Retail trades	105
Statistics	
Retail trades	102
Vehicle production	117
United States	
Automotive industry	
Competition in world market	96
Business car policies, costs	229
Corporate earnings	651
Directory	
Awards, honors, prizes	251
Dollar vs. foreign currencies	237
Elderly	
Migration from central cities	
Patterns, 1960-70	56
Energy sources, alternate oil shale, outlook	559
Exporters	
Information sources	373
Government financing	
Private business	233
Government, selling to	322
Information workbook	
Washington, DC	318
Interregional migration of poor	184
Japanese trade	404
Laws vs. economic growth	549
Legislative climate	
Economic development	16
Marketing surveys, services	291
Markets	
Bottled water	315
Mexico, relations	186
Motor business	309
North, South deal for dollars	299
Oil geography in 1990	434
Population trends	185
Postal service	
Expanding zip digits	536
Pulp, paper mills	
Directory	99
Real estate industry	
Forecast 1979	239
Researcher's guide to Washington, DC	319
Site selection	
Geo-economic index	301
Skiing market	290
Small business administration	
Regulations, effects	333
Statistical abstract: 1978	298
Statistics	
Periodicals/sources	119
Projection of state populations	300
Today's Worker	421
Travel trends	248
Trucking firms	
Cost differences	227
Women in economy	86
Utilities	
Investor vs. municipally owned	120
Zinc demand	635
V	
Virginia	
Cost of living, localities	198
Retail Sales	670
W	
Warehousing	
Retail selling	352
Weat Germany	
Business incentives	58
Wholesale Trades	
Encyclopedia	
Foodservice industry	219
Printing, publishing	
Forecast '79	98
Women	
In American economy	86
Youth	
Unemployment history	639